

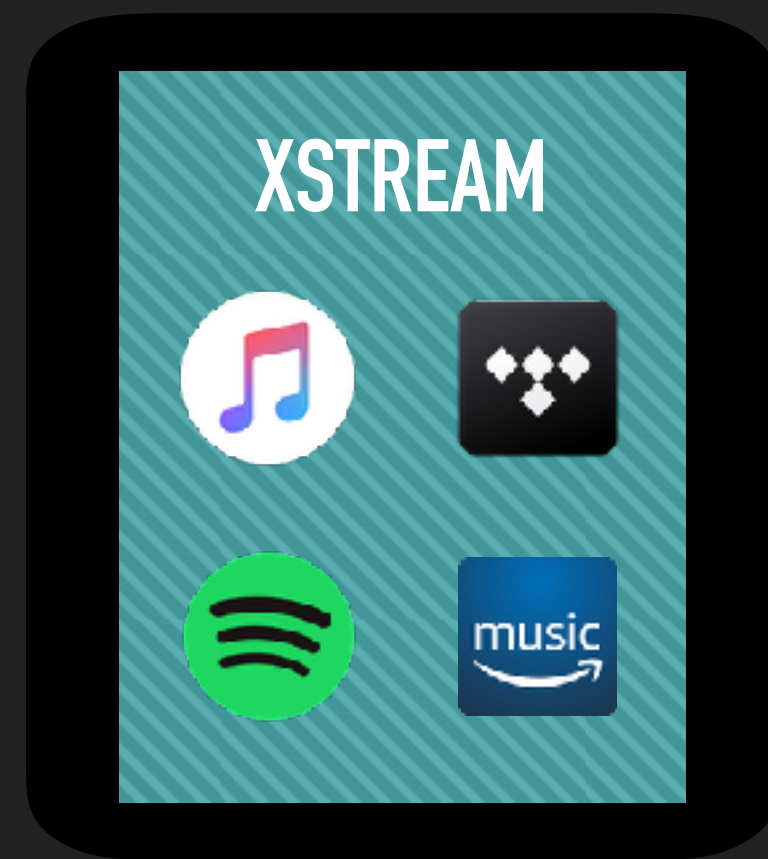
Module: New Technology in Music and Creative Entertainment

Assessment Title: Individual Presentation

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JORDAN LAZARUS

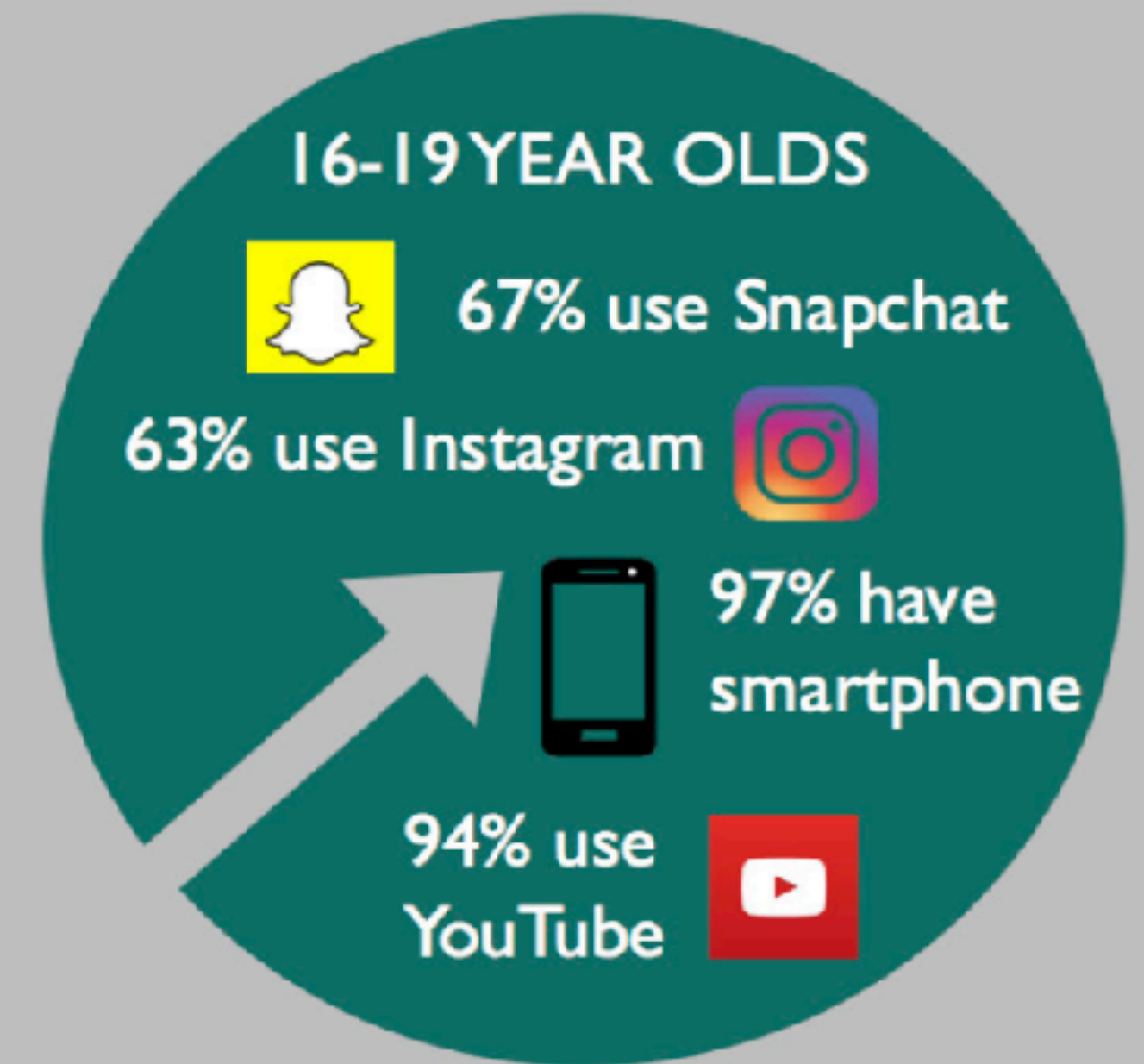
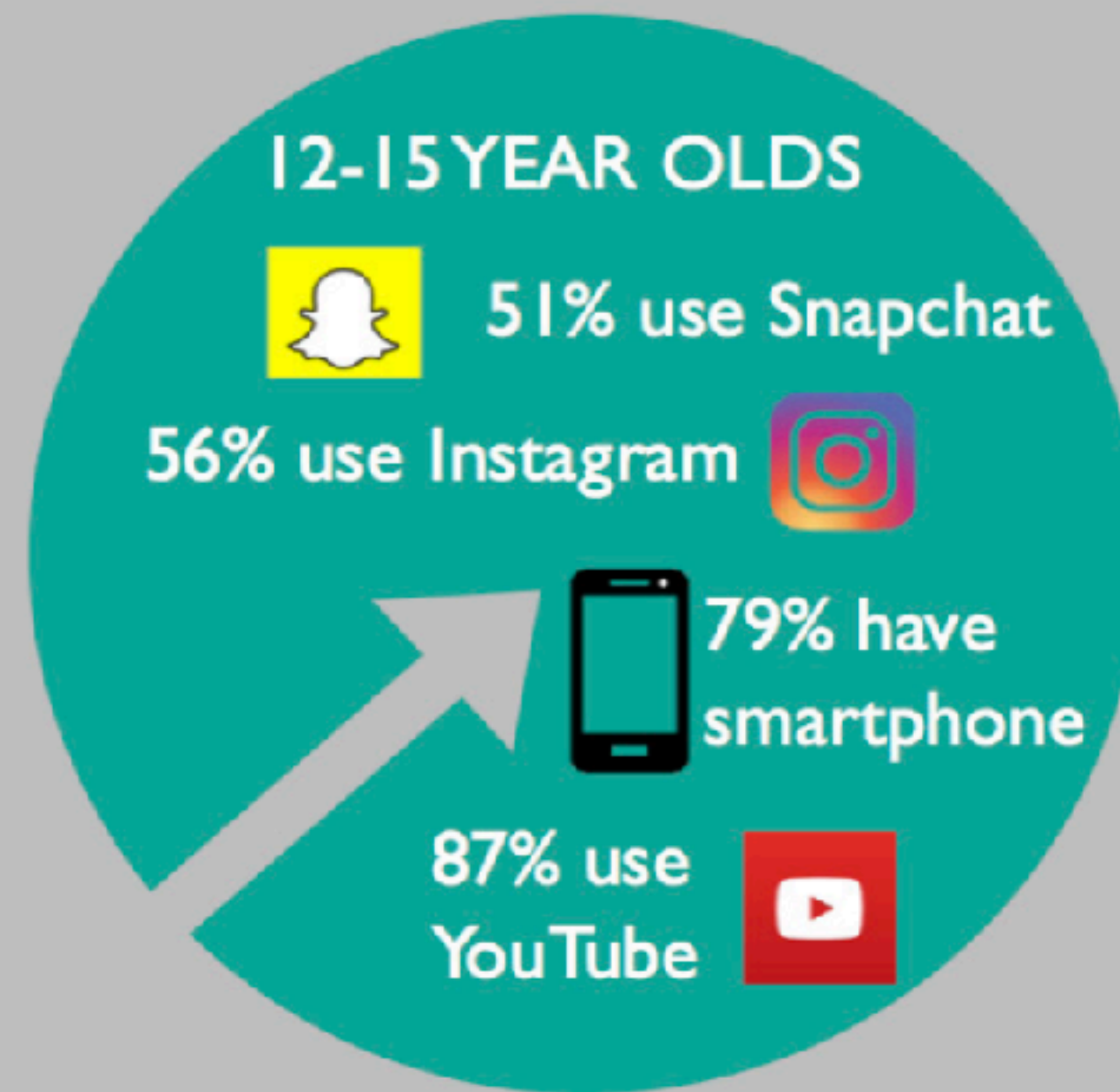
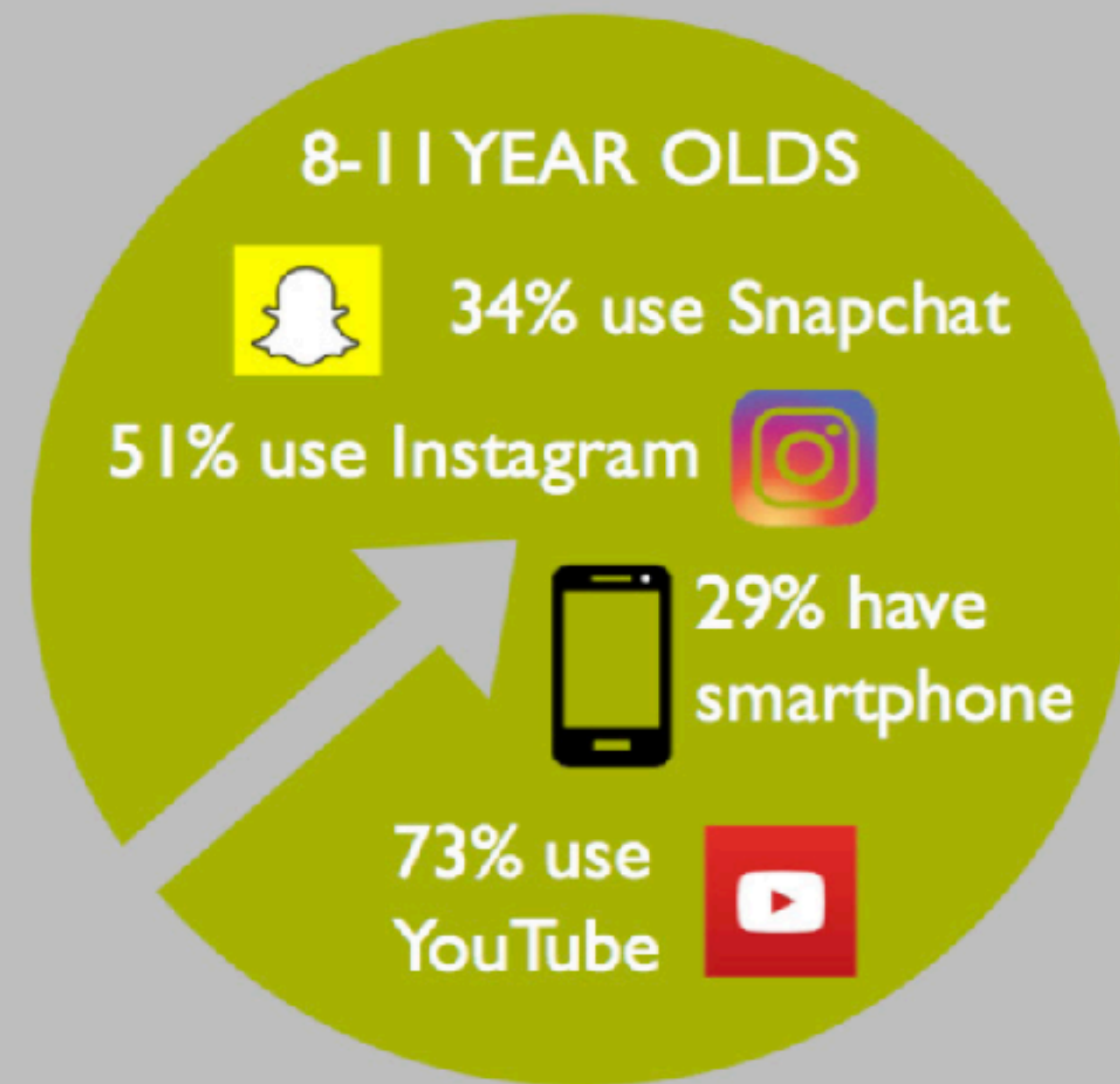
STUDENT NUMBER 1706407



XSTREAM

THE PROBLEM AND OPPORTUNITY

- ▶ 90% of music streamed is done so through a smartphone
- ▶ Kids love music just as much adults do
- ▶ Parents give kids their expensive and fragile gadgets
- ▶ Why can't young kids access streaming services on their own



10 Average age UK kids get 1st mobile phone

53% UK 16-19 year olds that use Spotify weekly



VALUE PROPOSITION

- ▶ Parents
 - ▶ No longer have to surrender their device to their child
 - ▶ Don't have to fork out for expensive devices for their child
 - ▶ Gain ease of mind over the material their child is accessing
- ▶ Kids
 - ▶ A cool gadget of their own that they can access music on
- ▶ Music streaming services
 - ▶ Can tailor service and target kids effectively
 - ▶ Can have kids using their service from a young age and continue to use the service into adulthood

XSTREAM

UNDERLYING MAGIC

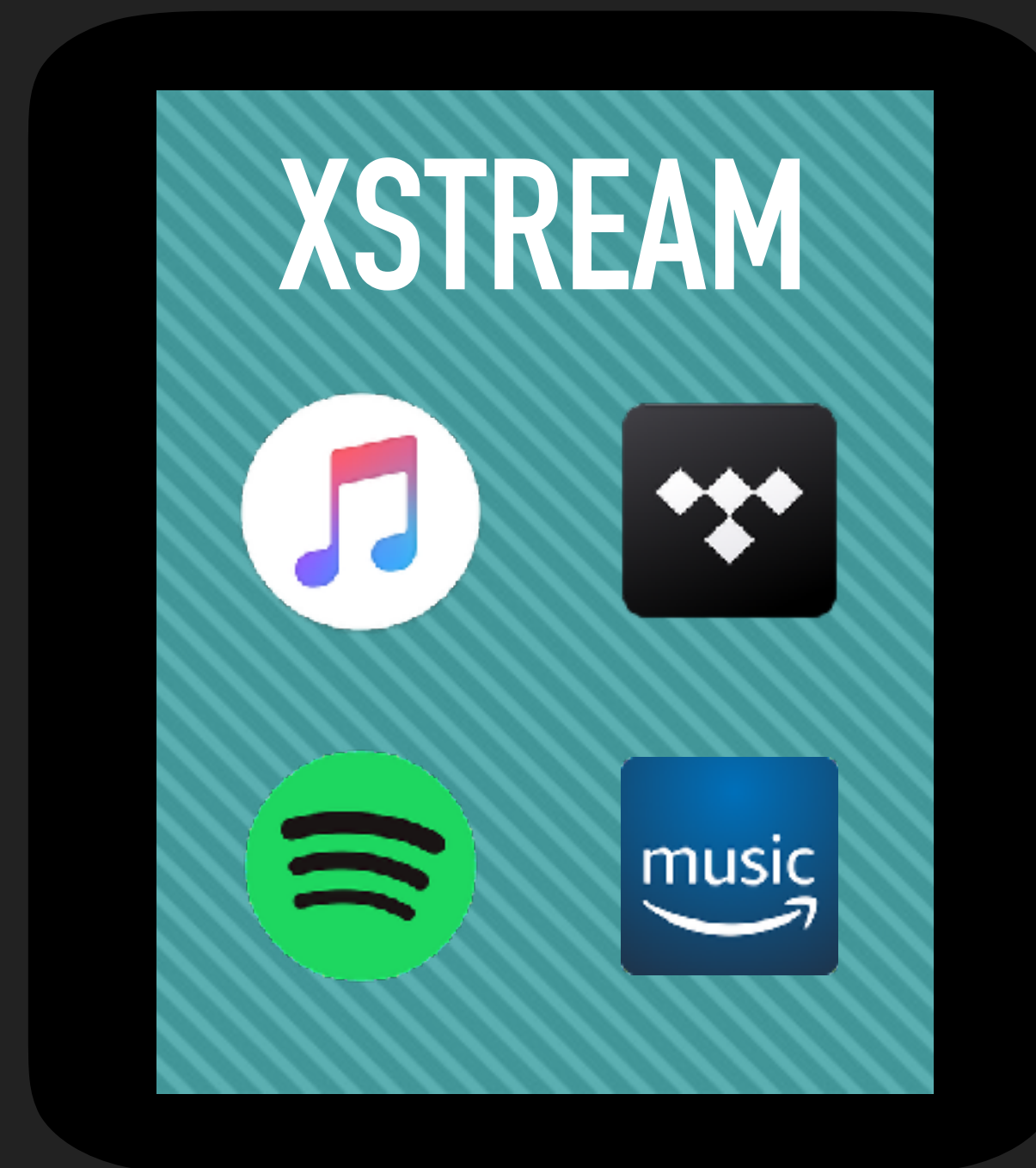
Capacitive
touch screen

Access to popular streaming services -
the device will only allow access to music
streaming.

4G enabled with built-in SIM will enable
the device to be connected anywhere

Volume limited headphone output to
ensure children cannot damage their hearing

Small, yet ergonomic form
factor is easy to hold and
fits in small pockets



16GB memory for
playlist downloads

A customised Android OS with limited
functionality to prevent children from
accessing restricted content

Rugged, life-proof
plastic and rubber
construction - no cracked screens

Voice activated for kids
that can't spell yet

Bluetooth for wireless headphones
and speakers, as well as remote configuration

GO-TO-MARKET PLAN

- ▶ Seek partnership with a 4G provider to have connectivity included with the device
- ▶ Prior to release, seek to establish partnerships with streaming services
 - ▶ Offer free add-on subscription for children to their parents streaming plan at no extra cost
- ▶ Not marketing the device as a toy, but as a 'smart-device' for kids

ADDITIONAL FEATURES

- ▶ 4G connection allows for device to be tracked - doubles up as a 'child tracker'
- ▶ Parents configure device from their own device via bluetooth and can enable parental controls
- ▶ Device can be configured as an grown-up version with explicit music accessible

STRENGTHS

- ▶ Empowers kids with access to music without risk of accessing unsuitable content
- ▶ Gives parents confidence in the welfare of their kids
- ▶ Cheaper option than iPod touch, the main competitor
- ▶ Gives streaming services a medium to tailor material for kids

WEAKNESSES

- ▶ Has to contend with 'cooler' products - kids peer pressure
- ▶ High costs involved in bringing product to market

OPPORTUNITIES

- ▶ Other product uses - fitness industry
- ▶ Complimentary products - speakers, headphones, cases etc.
- ▶ Brand endorsement/licensing - Barbie/Marvel/Disney editions etc.
- ▶ Feature expansion in future generations of the device

THREATS

- ▶ Competitor brand may market similar product
- ▶ Collapse of streaming will devalue the product

COMPETITIVE ANALYSIS

- ▶ Apple have already had iPod Touch available for a long time and is popular in the target demographic
- ▶ Kids are being given phones at younger age than ever so smart devices and tablets could pose a threat

ANY QUESTIONS?

REFERENCES

- ▶ <https://www.midiaresearch.com>
- ▶ <https://www.apple.com>
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